

10'Clock Club

THE PANDEMIC JOURNEY

July 2020

TAURUS 1 O'CLOCK CLUB

The Taurus 1'o'clock club was born after the COVID-19 pandemic hit. It became a special **30-minute gathering exclusively** for Taurus client CEO's and their most senior C' level executives, hosted by Taurus CEO, Sharon Williams. These virtual meetings set out to achieve one goal: **To make introductions within a trusted client circle and share learnings, advice and to support each other.**

THE STRENGTH OF LEADERSHIP

“ There is nothing more rewarding in a crisis than to problem solve wisely and find the best “**move forward**” position. ”

Sharon Williams, CEO Taurus

The workplace in Australia has experienced four phases during the COVID-19 Crisis.



PHASE 1

It Happened

We experienced the process of lockdown



PHASE 2

We Are In It

Adapting to isolation



PHASE 3

Pulling Out Of It

The Road to Recovery



PHASE 4

Reality Of Recession

And the fear of a September/October cliff

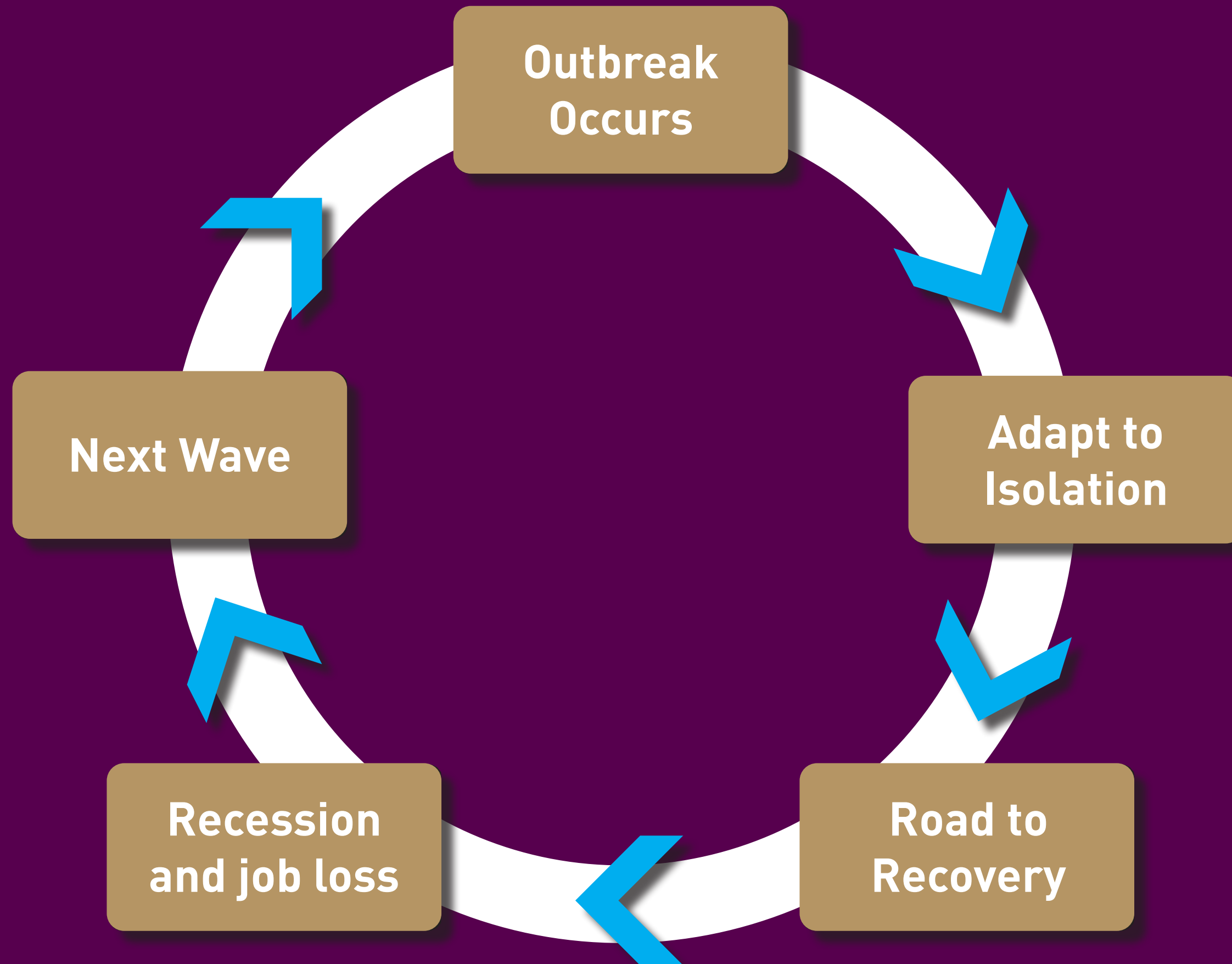


PHASE 5

Outbreak 2

Lockdowns continue in wave 2

Pandemic Crisis Circle



KEY PROPOSITION

**How will things look as
we pull out of phase 3 and
what should we focus on?**

Reinvention
Sickness
Brand
Internal
Comms
PR
Leadership
Morale
Personal
Brand
Cashflow
Mental Health
Team
Physical
Health
Pivot
Anxiety
Marketing & Tools
Health
Global
Teamship
Innovation
Content
WFH
Office Environment
Stress
Safety
Finances
Government
hand out
Government
hand out
Government
hand out

Brands will fall into one of four quadrants

1 Those that will have boomed

Think hand sanitizer, toilet rolls, supermarket chains, technology, PPE (personal protection equipment), health and safety, gymwear

2 Those who have had to pivot

Think local coffee shops becoming supermarkets, Louis Vuitton manufacturing uniforms, restaurants doing home delivery, takeaway and home catering

3 Those who are gone forever

Printing companies, travel services, airline staff, face to face dependant businesses, those affected by international travel

4 Those who are still on hold but trying to reinvent

Large venues such as ICC, co-working spaces, restaurants



Sharon's Business Survival Guide

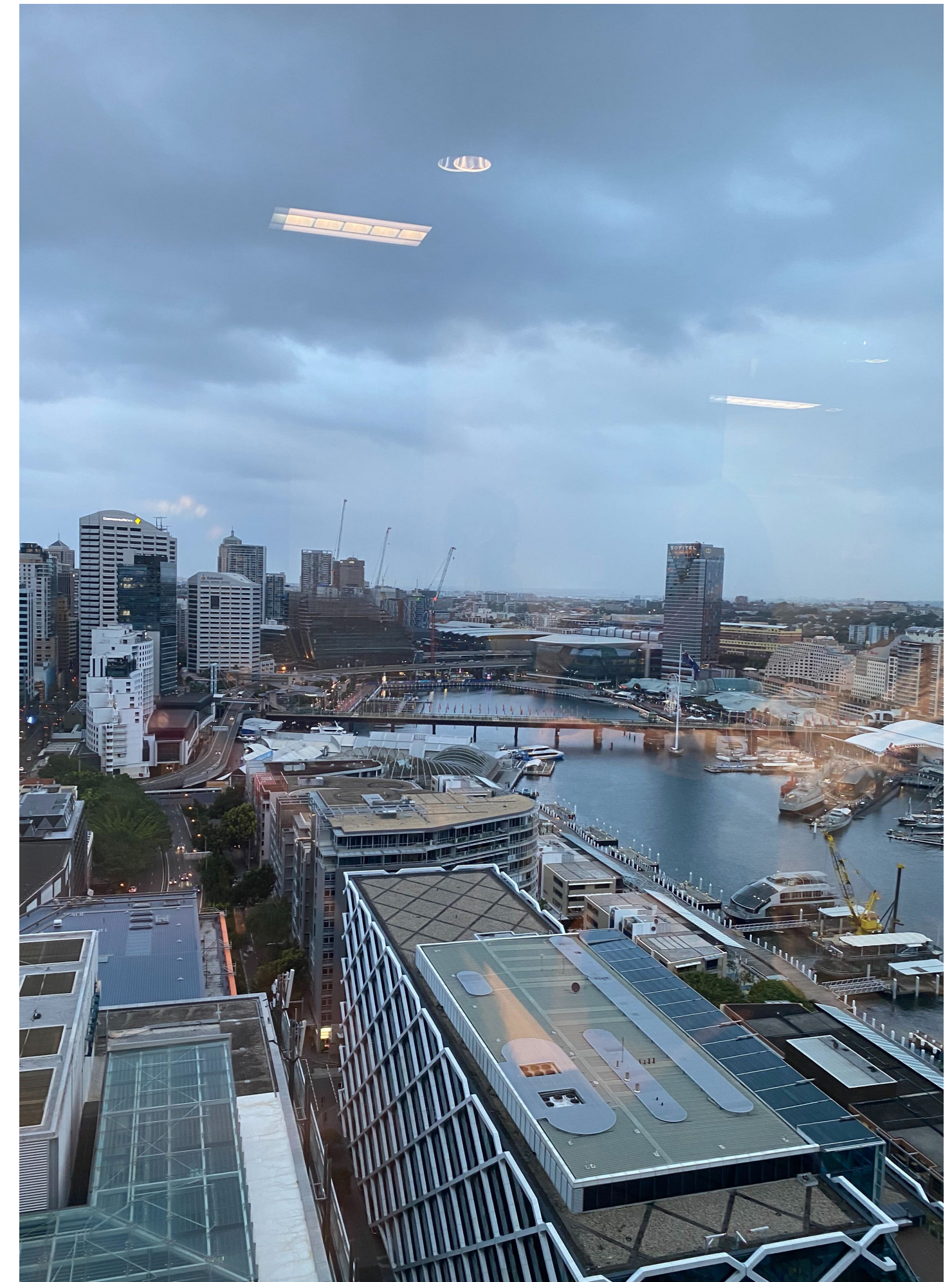
TWELVE STEPS TO SEE YOU THROUGH

1. Look at what needs to happen today, in a month and in 6 months
2. Determine quickly your cashflow threshold to match the same periods above
3. Identify weaknesses and threats
4. Ask your suppliers for help – what can they do?
5. Over-communicate with staff and customers
6. Work out what has to cut and communicate it fast
7. Ask your people, what is their minimum home budget to survive – can they afford pay cuts – amazing teams will pull together to keep their job security and keep business afloat
8. Look at the leader you are in the mirror and Stand Tall. Then Taller. This is why you are the leader
9. Make key decisions quickly and decisively
10. Re-examine your business and it's new potential
11. Make a new plan
12. Get some Sleep. Wake up and repeat!

Priorities

MARKETING FOCUS FOR THE SHORT TERM

1. Move immediately away from marketing initiatives that will no longer work
2. Cut what needs to be cut anywhere else you can – what do you no longer need?
3. Redirect all funds to online & virtual mediums
4. Strip away every non-essential item
5. Turn the volume right up on internal marketing so you look open for business
6. Re-examine and emphasis your brand/ business core values
7. Over communicate, over communicate, over communicate
8. Talk to suppliers, teams, customers and your family
9. Be personal, keep it personal
10. Internal comms - bring your teams with you



“ **EMPATHY IS THE NEW BRAND CURRENCY**
Be mindful to **communicate** and **take your team on the journey with you** - your people are often in knee deep, concerned, dealing with their own issues and concerns. ”

Sharon Williams, CEO Taurus

**“Your business tone is now concise,
warm, shorter, relaxed and personal
and more than ever **“no bull”**”**

Sharon Williams, CEO Taurus



Adapting to WFH

THE NEW NORMAL

1. Reach out to resources to help your mental health (Beyond Blue, Lifeline, Headspace, 2OP Health or your trusted family health practitioners)
2. Over communicate with everyone in your world
3. Get enough sleep
4. Get enough mental and physical rest
5. Be prepared for constant change
6. Plan your meals for the day
7. Keep in contact with those who provide you with light and peace
8. Less running around to meetings means you will be sitting more so pro-actively plan exercise
9. Set new protocols for working remotely with all in your world
10. Encourage a laugh to keep mood light

Marketing tips as we live through this



1. CONTENT IS KING

- Review and plan your content better.
- Think content, content and more content .
- Make content easy to find, quick to read, and make it look good.

2. BE PERSONAL

- Don't forget the personal touch and don't forget the phone! People love the personal reach out & the break from video meetings.

3. RE-THINK HOW YOU CHARGE FOR THINGS

- Should brands charge for webinars – we don't think so.
- Re-view how your customers pay for things.
- Be prepared to re-write financial models and methods – could you review your reseller v direct model.
- Re-package your services for affordability and flexibility.

Are people over the coronavirus?

The answer is **YES**

So now move away from calling it a global crisis or a pandemic & use words like “in facing this new situation” or “in the new way of doing business” or “in the new era” to inspire hope and recovery thinking.

Taurus Clients

LEARNINGS AND EXAMPLES

“

Integricare focused on parents, families and relationships in their childcare centres. Focused on online learning and why they are really in business. We now ask ourselves, what's the reason we get out of bed in the morning? We asked ourselves what do we value?

“

Safety Evolved are offering 1 hr long client meetings – so this speeds up client work which doesn't need to have a project code for 1-3 day engagements as before

“

Artis shared with us how they had to amend services, drop certain price points & are now making sales in that lower price point e.g. in 1 hour chunks they may not have done so before. How can you adapt your sales process? Matthew Verity from Artis is happy to share his thoughts if you want to reach out

“

UTS Insearch shared with us how they have turned almost their entire marketing budget to internal comms

“

Meshed shared how free audits and consultations are really working and go totally in line with offering brand empathy!

Back to the Office

**BE PREPARED TO RE-IMAGINE THE
WORK WE DO & THE WAY WE WORK**

**GETTING PEOPLE BACK TO THE OFFICE
IS NOW A PRIORITY BUT WORKING
FROM HOME WAS UBER PRODUCTIVE**



CHECK IN WITH YOUR TEAM

- How is it best to go about this for your organisation and team?
- What are the non negotiables
- Ask teams
- Be empathetic

SET THE RULES

- Be aware that first meetings could be awkward
- Set the rules, handshake or no handshake
- Be mindful of social distancing
- Create policies on process

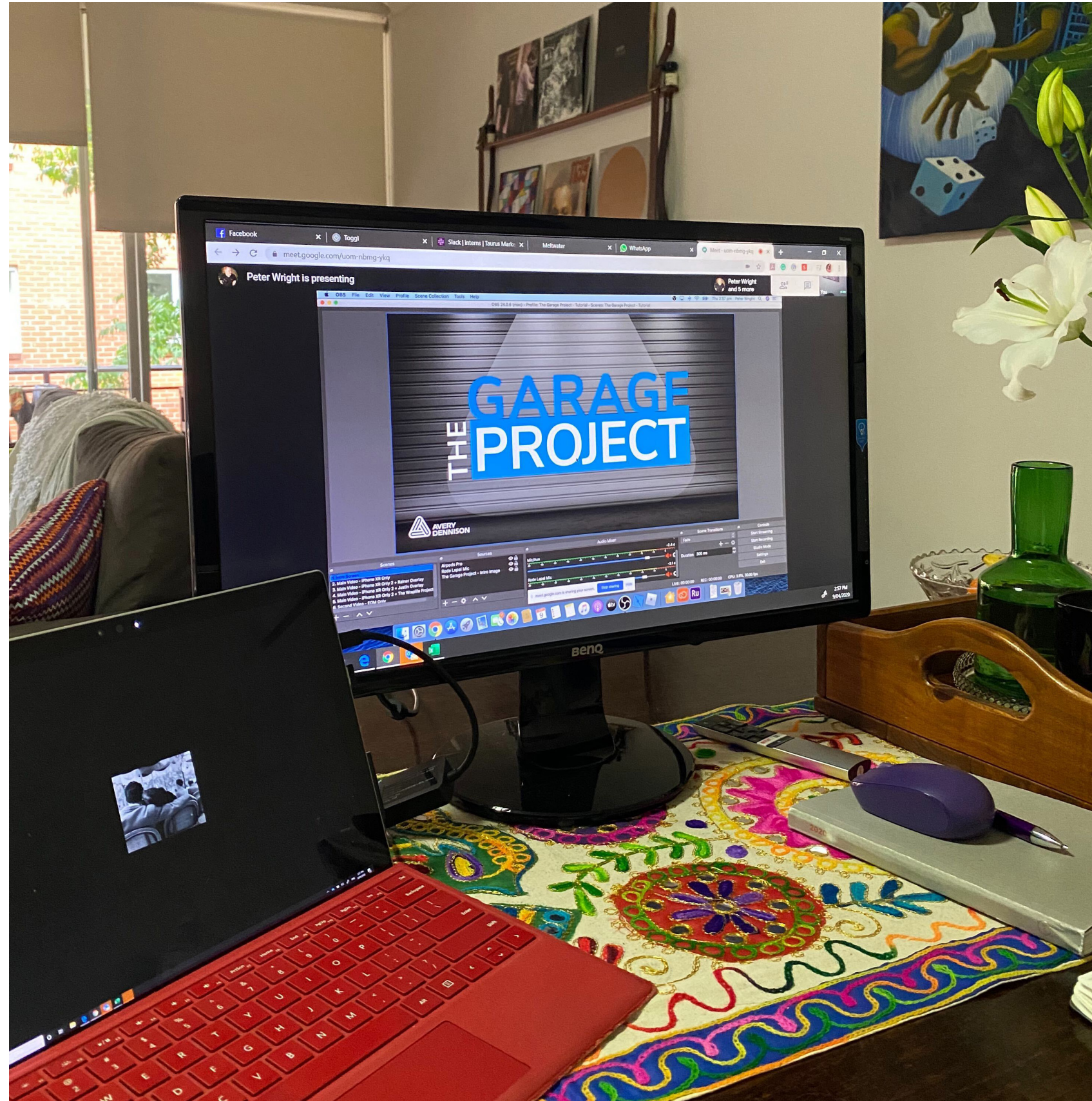
HEALTH AND SAFETY

- Sterilise work surfaces and provide sanitisers
- Make it a clear rule that if anyone is feeling unwell, stay home
- Be mindful getting ready for the commute takes some planning and organisation after such a long break WFH

“ The **leader** is one who, out of the clutter, brings **simplicity** ... out of discord, **harmony** ... and out of difficulty, **opportunity**. ”

Albert Einstein

Virtual Meeting Etiquette



VIRTUAL CALL SET UP

- Sound - ensure you can hear & be heard
- Lighting - are you well lit?
- Internet - your internet speed must be able to handle virtual calls
- Eyes - is your laptop elevated to your eyeline?
- Do you have an ergonomic chair?
- Your screens should be 60-63cms from your eyes – if unsure place your screens at arms length so the tips of your fingers are touching

VIRTUAL CALL ETIQUETTE

- Send out virtual call meetings via a calendar integration so times, links, attachments & information are sent out all in one go
- Try & write instead of typing to take notes
- Dress - Business Appropriately
- Be aware of your background & surroundings
- Mute your microphone when others are speaking
- Remain present during the meeting
- Try not to eat during calls or chew – eat beforehand
- Ensure agenda's & materials are sent out & everyone understands the 'why' of the meeting

Key working from home takeaways

For more information on Dr. Frank and his practice, please visit <https://2ophealth.com.au/>

Dr. Frank Chow in LinkedIn: <https://www.linkedin.com/in/dr-frank-chow-58470921/>

TAKEAWAY 1

Mental Health

- How we react to this is a lot to do with whether we are an introvert or extrovert
Most concerning group are the introverts, they may have difficulties reintegrating post-covid
- Loss of routine and diminishing focus are some of the main impacts of working from home
- Stick to your routine

TAKEAWAY 2

Good habits to note

- Routines are important – keep to them as much as possible
- Stick with your tea breaks & work breaks
- Going for walks is essential

TAKEAWAY 3

Managing your team

- Set individual zoom calls with the staff you manage so you can personally check in & touch base & see if they're ok
- Anxiety around travelling on transport & travelling to work:
- As an employee you'd want to express your fears to your boss (which in itself creates fear & anxiety)
- If the anxiety is real about travel – know what your options are and discuss it with the team
- As an employer work with your team to break down the fear, weigh the pros and cons with them and review a way forward
- Managers and staff also need to be given skills to aid mental health in the workplace and understand how this affects their wider team
- Zoom fatigue is real! Phone calls will produce better connection than zoom meetings

TAKEAWAY 4

Keep your mind healthy

- Take care of your health and mind
- A healthy diet, good sleep & physical exercise are all key factors in a health mind (and body!)
- Have an internal dialogue with yourself – Ask these questions:
- What is important to me now?
- What am I doing in this world?
- What is my purpose?
- People have been forced to figure out what's important during times of isolation
- Take a step back and pause – look at the situation with better clarity

A LONG TERM AFFECT OF COVID

“ The **online world** has stripped any notion of hierarchical nature and created a true **hybrid** working enviroment. ”

Sharon Williams, CEO Taurus

Tech Trends

WORK WE DO & THE WAY WE WORK

1. AN UPSURGE IN RE-INVENTION

Take stock, review, re-strategise and pivot. Those quick on their feet, evolving and re-inventing, will emerge as future stars.

2. VALUE PROPOSITIONS NOW REALLY HAVE TO ADD VALUE

If you thought you were good before now, you have to be better. Better teams, better offerings, better service, better everything.

3. NEW TRENDS EMERGING

The Cloud will need to expand in cities & regionally to meet the new WFH demand, while internet capacity and connectivity is facing a critical overhaul to meet expansion on a scale not previously envisaged.

4. CRISIS MANAGEMENT

This is figuring more prominently. Cybersecurity and data protection are now on everyone's business continuity shopping list.

5. SECURITY THREATS

Are and will, as always, be evolving. Security is now top of the priority list

It will be a much changed and new environment we emerge back to after iso. Ultimately success will be wrangled by those who deliver and articulate their “real-world” business proposition for the new normal.

6. GROWTH TRENDS

We are seeing an increase in demand for connectivity tools, contactless payment ability, GPS tracking and pressure on suppliers to meet the surge in demand for the latest monitors, NAS, routers, desktops, tablets etc.

7. MORE INVESTMENT IN LOCAL TECHNOLOGY, LOCAL SUPPLIERS

Reliance on China for manufacturing will be re-considered in favour of local manufacturers burdened with higher wages, which may have an impact on usage of Chinese owned technology.

8. GROWTH OF THE INTERNET

Internet use has grown virtually overnight and is pushing tech experts to fast track plans to maximise capabilities. 5G technology, promising near instantaneous communication, is seen as a big step into the future but has its own critic set.

9. RE-EXAMINE HOW YOU DO BUSINESS

One of the biggest changes for business and services is the way it is marketed costed and sold.

10. REINVENTION OF PARTNERSHIPS

The opportunity to form partnerships has fallen into a black hole following the cancellation of major global events to showcase new tech products and developments – traditionally the go to place for collaboration.

A LONG TERM AFFECT OF COVID

“ Covid 19 has **accelerated most indicators** that were at least 7yrs into the future – to now ”

Sharon Williams, CEO Taurus

Thanks to all who contributed to the 10'Clock club

